-A9095-14

TOY MANUFACTURERS OF AMERICA, INC.

NATIONAL STATISTICS PROGRAM

SHIPMENTS

1988 vs 1989

February 1990

SHIPMENTS

DOLLARS (First Billing Value ') & UNITS
1988 vs 1989
Volumes have been projected to reflect total industry levels
(Estimated volumes in millions)

	DOLLARS			UNITS		
	1988	1989	% Change	1988	1989	% Change
I. INFANT/PRE-SCHOOL	$1004	$1104	+ 10.0	178	184	+ 3.4
Infant Toys/Parenting Aids*	356	415		66	74	
Pre-School Musical	105	109		18	17	
Pre-School Blocks/Accessories*	26	24		9	8	
Pre-School Villages/Scenery Sets	73	79		7	7	
Pre-School Talking/Sound Toys	48	48		6	6	
Pre-School Learning Toys	99	125		18	20	
Pre-School Tub Toys	18	19		4	4	
Pre-School Role Playing	120	126		14	14	
Pre-School Push/Pull Toys	43	41		13	12	
Pre-School Remaining	116	118		23	22	
II. DOLLS	$ 966	$1056	+9.3	121	130	+7.4
Baby Dolls	112	135		8	10	
Baby Doll Accessories	35	40		6	9	
Fashion Dolls	235	270		34	36	
Fashion Doll Clothes/Accessories	143	162		31	33	
Mini Dolls/Accessories	148	146		28	25	
Special Feature Dolls	128	145		6	8	
Remaining Dolls/Accessories**	151	144		6	7	
Doll Houses/Furniture**	14	14		2	2	
III. PLUSH	$ 687	$ 590	−14.1	99	86	−13.1
Musical/Electronic Plush	91	50		5	4	
Traditional Plush	596	540		94	82	
IV. FIGURES	$ 523	$ 553	+5.7	115	127	+10.4
Action Figures	303	318		87	95	
Action Figure Accessories	220	235		28	32	
V. GUNS	$ 80	$ 70	−12.5	13	17	+30.8
Guns/Weapons/Accessories	80	70		13	17	

	DOLLARS			UNITS		
	1988	1989	% Change	1988	1989	% Change
VI. VEHICLES	$1276	$1380	+8.2	213	239	+12.2
Radio/Remote Controlled	466	390		18	16	
Battery Operated	59	90		10	13	
Other Powered	54	62		16	17	
Mini Vehicles	160	198		102	112	
Non-Powered Vehicles	228	244		43	45	
Vehicle Accessories	75	160		11	23	
Electric Car/Train Sets/Accessories	234	236		13	13	
VII. RIDE-ONS (EXCL. BICYCLES)	$ 608	$ 635	+4.4	28	28	NO CHANGE
Metal Tricycles***	24	24		2	2	
Plastic Tricycles	35	39		2	2	
Other Pedal Ride-Ons	27	25		2	2	
Riding Sports	65	62		7	6	
All Other Riding Vehicles**	457	485		15	16	
VIII. GAMES/PUZZLES	$ 950	$1043	+9.8	203	209	+3.0
Card Games	95	85		27	26	
Dice Games	12	12		5	5	
Word Games	17	13		3	3	
Puzzle Games	9	8		4	3	
Standard Games	51	45		22	21	
Children's Board Games	87	124		17	20	
Family Board Games	202	158		20	16	
Children's Action Games	138	142		21	21	
Family Action Games	57	53		6	5	
Strategy Games	47	39		8	7	
VCR Games**	16	7		1	1	
Elec. Handheld/Tabletop Games**	117	250		3	8	
Cardboard Puzzles	73	80		56	64	
Wood/Plastic Puzzles	29	27		10	9	

'First Billing Value: first price paid for an item in the U.S.

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*1988 Figures revised from previous report.
**Limited Sample.
***1988 Figures revised/limited sample.

	DOLLARS			UNITS		
	1988	1989	% Change	1988	1989	% Change
IX. ACTIVITY TOYS	$1389	$1387	− 0.1	510	521	+2.2
Building Sets*	194	186		28	27	
Educational/Scientific Toys	48	45		15	14	
Household/Food Toys	281	264		35	32	
Reuseable Compounds	45	70		13	18	
Mechanical Design	75	83		11	13	
Crayon/Chalk/Drawing Sets/Supplies	164	172		103	106	
Paint Sets/Supplies**	45	45		26	25	
Other Art Sets/Supplies**	43	40		14	14	
Model Kits/Accessories	144	142		32	32	
All Other Activity Toys/Misc Toys**	350	340		233	240	
X. ALL OTHER TOYS	$1207	$1165	−3.5	220	211	−4.1
Foam Sports	40	42		10	11	
Water/Pool Toys**	256	260		113	107	
Audio/Visual Toys	219	227		22	23	
Children's Furniture/ Playground Equipment**	226	236		10	11	
Electronic Learning Aids	175	145		8	7	
Sports Activities	291	255		57	52	
TOTAL INDUSTRY	$8690	$8983	+3.4	1700	1752	+ 3.1
TV VIDEO GAMES**	$1890	$2430	+28.6	52	68	+30.8
TV Video Units	770	930		9	10	
TV Video Software	1050	1400		39	54	
TV Video Accessories	70	100		4	4	
TOTAL INDUSTRY WITH VIDEO	$10580	$11413	+ 7.9	1752	1820	+ 3.9

NOTES

- Number of Companies Responding = 76
- These Companies accounted for 54% of Industry shipments (dollars) in 1989 and 53% in 1988 (excluding TV Video)
- Figures include imports
- Data are compiled through a process which includes a polling of major U.S. toy and game manufacturers, and a comparison of trends with the U.S. Toy Market Index (TMI) and Toy Retail Sales Tracking Service (TRSTS).

Data compiled by:
The NPD Group, Inc.
900 West Shore Road
Port Washington, New York 11050
(516) 625-0700

THE NPD GROUP, INC.
CUSTOM & SYNDICATED RESEARCH

in conjunction with:
Toy Manufacturers of America
200 Fifth Avenue
New York, N.Y. 10010
(212) 675-1141

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